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October 15th

NOW **5c**

# Maclean's

Canadian Weekly Magazine



In This Issue:

**The** Novel of the North "Resurrection River"—By William Byron Mowery

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## Talk about your Aristocracy!

HEINZ tomatoes are aristocrats of the robust, red-blended color. In the rich, moist soil of gardens around Leamington, Heinz uses the finest seeds, producing perfect tomatoes under the most favorable conditions in the world. Now, season after season, these big, luscious tomatoes of superb quality give delicious, natural flavor to every tomato product made by Heinz.

When you start breakfast with Heinz Tomato Juice, you immediately sense the rich, tangy tomato taste. At lunch you will find the same perfection in Heinz Cream of Tomato Soup. The cherry, matchless taste of Heinz Tomato Ketchup and Chili Sauce will satisfy any meal.

Let your family enjoy Heinz pickled tomatoes in some form or every meal. They're so appetizing as the best, healthful vitamins of tomatoes at their best. Heinz prices are now low.

W. S. HEINZ CO.  
Leamington, Ontario

**HEINZ** TOMATO PRODUCTS

## The phrase that wrecks a MILLION MEN



*The hands you a card half apologetically, half eagerly. You read across the bottom: "Formerly with." This phrased the name of a company that is a better company than the one he now represents. To with the company he represented before that one, and he was before that one. Down hill... better to just... some day of work... but down hill... and he doesn't know why.*

A grudging follow, a non-winning, whatever product has got every week a great deal when the ordinary follow custom, my a number of employees managers.

One thing that few employees will tolerate in their employers who must suit the public, in business (and broadly). It is a bad start for the man, a bad one for the company. The man who has a steady walk out the back door with a gun, while the man who hasn't comes in the front door with a flower.

Many companies, recognizing the importance of being faithful, close our representatives, limit on the use of Listerine in the beginning of and during the business day. Certainly there can be no more companies for the average business man or woman where there is nothing.

Very few people escape Listerine. In all months of business of any food products, shipped by the truck loads, given as Listerine cross a number of other sales.

Listerine helps fermentation in taste, then gets rid of the rhytmic when it tastes. The rhytmic and rhytmic products are simply amazing. Actually millions of people have proved it again and again. No doubtless present should be welcome it.

When Listerine comes in bottles, call it wine in use it daily and that could refresh my mind. Keep a bottle handy in business of other. You will be, although to find how easy down in open. LISTERINE PHARMACEUTICAL COMPANY, Toronto, Ont.

**LISTERINE** takes your breath away  
PRODUCED IN CANADA





## MYSTERIOUS WORDS ON A SLIP OF PAPER

ON THE first step toward getting well is the prescription your doctor writes for you—mysterious words, unless he you send the pharmacist to read them into existence.

But science cautions neither the doctor nor the clerk before he writes. It is his duty to come late at night, or in the still hours of early morning—and you do not, called in the new privacy, enter a much-needed work day interrupted prematurely.

Your pharmacist quickly reads the words but looks frowning after when you have deciphered them—and

even after he has gone on his, following long and hard days, a phone call brings him promptly to his prescription counter. Reading a letter, it is the night—or all night and, at any time, he is ready to fill, with mysterious intensity, a prescription on which a human life may depend.

There's all part of the profession. It has been the most sophisticated years in learning the intricate business of compounding drugs and other necessities. He may, after attending a college of pharmacy, pass the rigid examination required in his province. He must keep studying, keep learning, keep progressing in the

science of medicine progress. He must be on hand at all times, a professionally complicated study of drugs, many of which are slowly called for, but such of them situated when the need arises.

And all for what? Money? Are the pharmacists in your neighborhood available now? Goodness! No, the world is too busy these days to be grateful. It's a tough, lonely life in a close area and, worse, in a few pharmacies with a store, which leads them once more to the place in the province where the situation of human suffering.

The week beginning October 5,

which has been reduced in Pharmacy Terms, is a busy time to pay in debt to the Pharmacists of this country—to those men and women who then work, and most work, and every work of every part, help make the world's safer place to live in, through a profession whose members can weigh in national records.



By W. BYRON MOWERY

Maclean's

Article 54 by W. A. MOWERY

OCTOBER 15, 1974



Wherever you might think of French dress, you are always in the hands of the French.

## Resurrection River

By WILLIAM BYRON MOWERY

IT WAS THE FALL of 1928 a river flowed out of the hills and into the ocean. It was a river of life.

For the first time in the history of the world, a river had been discovered in the heart of the continent. It was a river of life. It was a river of hope. It was a river of faith. It was a river of love. It was a river of peace. It was a river of joy. It was a river of life.

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# So simple now to take snapshots—

# AT NIGHT!



## IT'S EASY TO MAKE THIS PICTURE

Use Kodak "SS" Film. Set your camera for 1-25 second—open lens diaphragm to  $f/4.3$ . Put 2 Mazda Photoflood bulbs in lamp. A—1 in lamp. B. Distances as indicated. Sight the subject, click the shutter—and you've made the picture.

## ... with the new high-speed Kodak "SS" Film

Cameras that used to be tucked away for the night are now taking pictures... snapshots... indoors! A new world of picture opportunities has opened up. You snap the evening parties... the children at bedtime... the fireside scenes.

Use a camera with an  $f/6.3$  (or faster) lens, loaded with Kodak Super Sensitive Panchromatic Film. This high-speed (extra sensitive) "SS" Film does the trick—it's three times as fast as ordinary film under artificial light.

For light, use two or three Mazda Photoflood bulbs. They cost 25¢ each—last for many pictures. Hold the camera in your hands as you would outdoors, set for 1/25 second, lens at  $f/6.3$  opening. Click the shutter. You've made a snapshot. Indoors. At night.

For indoor pictures at night with slower lens cameras (including box models) use Verichrome (or "SS") and a Photoflash bulb—see free folder—with camera set for "time" exposures.

**FREE FOLDER**—Complete instructions on indoor night photography. Photoflood snapshots... Photoflash pictures... all are covered in this free folder. Ask your Kodak dealer—or write for your copy today. Canadian Kodak Co., Limited, Toronto, Ontario.



**KODAK "SS"**—with the green lightening flashes on the familiar yellow box—the film that indoors or out, in any light, improves picture quality.

**KODAK SIX-16** with Kodak Anastigmat lens  $f/6.3$  is ideal for night snapshots. Pictures  $2\frac{1}{2}'' \times 4\frac{1}{4}''$ , \$20.00. Kodak Six-20, with  $f/6.3$  lens, pictures  $2\frac{3}{4}'' \times 3\frac{3}{4}''$ , \$17.50.